

CSCRL FALL FORUM

RISK AS A COMPETITIVE ADVANTAGE: WINNING IN AN UNCERTAIN WORLD
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SPEAKER BIO

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Franz Staberhofer is Vice Rector of the [University of Applied Sciences Upper Austria](#) where he also serves as Managing Director of [Logistikum – Department of Logistics](#) and Director of the Master's Programme in Supply Chain Management. In addition, he is President of [VNL Austria](#) (Verein Netzwerk Logistik), Incoming President of the [Supply Chain Intelligence Institute Austria \(ASCI\)](#), and Director of the [European Logistics Association \(ELA\)](#).

Throughout his career, Franz has combined more than 15 years of executive leadership experience with over 20 years of consulting expertise in supply chain management, logistics, procurement, and business transformation. His professional career spans leadership positions in industry, higher education, research, and professional associations, working closely with companies, public institutions, and academic partners at national and European levels.

In his current roles, Franz is responsible for education, applied research, and knowledge transfer in logistics and supply chain management. His activities focus on strengthening collaboration between academia, industry, and public institutions, supporting innovation, digital transformation, resilience, and sustainability in supply chains. Through his engagement with VNL Austria, ASCI, and ELA, he contributes to connecting stakeholders, advancing knowledge exchange, and supporting the development of resilient and competitive supply networks in Austria and Europe. He is also Founder and Managing Partner of consultancy syncrona.

Franz's research and professional interests include strategic supply chain management, value networks, business model innovation, digital transformation, and the future development of resilient and competitive supply chains.



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